

TRENDS IN INTERNATIONAL TRADE DEVELOPMENT

The economic success of any country in the world is based on foreign trade. Yet no country has managed to create a healthy economy, isolating itself from the world economic system. World trade is the engine of production of individual countries and regions and the world economy as a whole. Modern international trade is developing quite rapidly, so the peculiarities of its development are constantly changing. It is advisable to identify the following trends in international trade:

- the main feature of the development of the global market in the last thirty years of the last century and the beginning of this is the rapid growth of trade;
- the participation of countries in international trade leads to increased exports and employment. International competition contributes to the improvement of enterprises; export earnings are a source of capital formation, aimed at industrial development [1];
- the international division of labor and the internationalization of production is developing;
- enhanced trade and economic integration with the common market, free trade zones, etc;
- in countries with economies in transition, economic models are formed, focused on the foreign market;
- international investment activity is one of the most important components of international economic relations;
- change in the geographical structure of international trade is determined by the peculiarities of the development of individual countries and their role in the world market. More than 20% of international trade is with developing countries;
- leaders in world exports are the most developed countries (Germany, Japan, USA, France, Great Britain, Italy). Among the developing countries, the countries of South-East Asia should be highlighted. Also these countries are leaders in world imports. The world's largest importer is the United States;
- international investment, which is a priority for countries, as this activity contributes to the growth of national income, has a positive effect on the balance of payments, leads to the creation of new jobs, the introduction of modern management methods;
- the main types of services in world trade are:
 - services related to foreign trade (transport, insurance);
 - services related to the exchange of technologies (trade, licenses, management services, etc.);
 - exchange of social and cultural services, in particular, the provision of tourist and banking services;
 - implementation of international settlements, leasing operations, etc;

- trade in services related to labor migration (payment of wages, social benefits, etc.);
- other services (advertising, consulting, agency, legal services, real estate services, franchising, etc.) [2].

Trends in international trade have been and remain key issues of economic development. From the state-political point of view, international trade can be seen as a special type of social relations that arise in the world economy in the process and exchange of goods and services between states that have their own foreign and foreign trade relations. According to WTO Director-General Roberto Azevedo [3]: «If countries work together, we will see much faster development than if each country were on its own.» Keeping markets open to international trade will help economies grow much faster.

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BUSINESS PROTOCOL AND ETIQUETTE AS A COMPONENT OF THE INTERNATIONAL ECONOMIC RELATIONS CURRICULUM

At the dawn of the 21st century, labour market requirements dramatically changed. The recent tendencies show that employers are significantly interested in soft skills in job seekers since one of the priority issues in modern business circles is the ability to cooperate, find common ground with colleagues and clients, and consequently, create a harmonious business environment. For this purpose, it is vital to be aware and take into account the rules of business protocol and etiquette. The right choice of behaviour is important in today's business world, so this knowledge